10051505572

GLOBE TIMES
Bethlehem, Pennsylvania
September 26, 1962

Franker Attitude On Smoking

Television is trading up when a network comes out with a program such as "The Teenage Smoker" — shown the other day on Channel 2 by CBS.

Apparently not at all worried about its cigarette advertisers, the network came right out and paraded the evidence against cigarette-smoking and brought in the experts to discuss the relationship between smoking and lung cancer.

On the "ante" side were Dr. E. Cuyler Hammond, director of research for the American Cancer Society; Dr. Michael Shimkin, director of field studies for the National Cancer Institute of the U. S. Public Health Service, and Sir Robert Platt, who was president of England's Royal College of Physicians last March when it released its report stating the relationship to be unquestionable.

These three men had chapter and verse to sustain their arguments and left little room to doubt their findings. Their evidence against cigarette smoking was overwhelming.

One expert, however, sustained the "pro" cigarette side of the argument — Dr. Harry S. N. Greene, who is chief of the Department of Pathology at the Yale University School of Medicine. He said he had no concrete evidence to link cigarette smoking and cancer and emphasized that he was no "warrior against pleasure."

As the program ended, the "antes" seemed far in the lead and the case for cigarette smoking poor indeed.

Aimed at the teenagers who are just forming a habit that will dog them all their lives — whether or not harmful physically — the telecast performed a valuable service. As a free-swinging program it indicated a fine disregard of the advertiser's feelings or his possible reaction. All this is as it should be and a healthy indication of better programs to come.

Other recent programs give cause for rejoicing also. Apparently the television people have given second thought to the wishes of a large and fairly vocal segment of their watching audience and are going to give it something now and then that is above the 13-year level.

The "little" Minow has been lurking in deep waters and has grown to be a pretty big fish, one way or another. Anyhow, the television fishing is pretty good these days, and perhaps to him belongs much of the credit.

MORNING WORLD-HERALD
Omaha, Nebraska
September 20, 1962

SMOKING VS. CANCER

TV Faces Up to Problem

BY JACK GOULD

NEW YORK — If in the future charges are made that commercial television is beholden to its advertisers, Wednesday night's edition of "CBS Reports" was a major exhibit in contradiction.

The documentary unit of the Columbia Broadcasting System, under the direction of Fred W. Friendly, addressed itself boldly and uncompromisingly to the issue of the relationship between cigaret smoking and lung cancer.

Included in the filmed analysis of the controversy over health and smoking was the part played by tobacco advertising, including the familiar singing commercials that are such an integral part of the American TV scene. The tobacco industry spends at least 70 million dollars a year in television advertising, according to Variety.

There were repercussions. George V. Allen, Jr., president of the Tobacco Research Institute, Inc., said the documentary was "a one-sided presentation against tobacco," that he had been quoted out of context and that CBS had inadequately stressed the view in some quarters that the primary causes of lung cancer were believed to be unknown.

• • •

CBS HAD NO comment on the protest, merely observing that the competency of the men working on "CBS Reports" was common knowledge.

In what was its first program of the new season, bearing the title "The Teen-Age Smoker," the CBS unit relied largely on information that had been reported earlier.

The program's overwhelming force lay in the testimony of the Royal College of Physicians in Great Britain and officials of the United States Public Health Service that there was a statistical correlation between smoking and the incidence of lung cancer.

"The teen-age smoker," narrated by Harry Reasoner, showed slides prepared by the American Cancer Society.

• • •

IN REBUTTAL, the viewer heard Dr. Clarence Cook Little, scientific director of the Tobacco Research Center, and Dr. Harry S. N. Greene, chairman of the Department of Pathology at the Yale University School of Medicine, maintain that it was not clearly established cigaret smoking caused cancer in man.

10051505572A

Source: https://www.industrydocuments.ucsf.edu/docs/pqnk0000